**C:\Documents and Settings\drybarcz\Local Settings\Temporary Internet Files\Content.IE5\I81XZFJE\MC900441570[1].wmfS.E.M. ~ Chapter 12 Notes**

**Selling Sports & Entertainment**

**Section 12-1**

**#2 ~ The Approach**

**#1 ~The Pre-Approach**

**The Sales Process**

**#3 ~ Demonstration**

**#4 ~ Answering Questions**

**#6 ~ Follow-Up**

**#5 ~ Closing the Sale**

**Management Skills & Knowledge for Success**

**Know the Customer (Target Market)**

**Know the Product**

**Know the Competition**



**Section 12-2**

**Ticket Sales Notes (NOT Definitions!)**

**Ticket Brokers**

**Ticket Scalpers**

**Ticket Frenzy**

Ticket Scalping ~ Explain why scalping is illegal in some states

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Ticket Economy ~ How has the Internet changed the way that tickets are sold for S & E events?

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**Section 12-3**

**Filling the Stands**

Appealing to Groups: Explain how group packages can help fill entertainment venues?

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**Corporate Perks**

Corporate Perks ~ How do corporations outside the S & E industries use S & E events for business?

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